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UNIVERSITY OF CALIFORNIA

Kullerston

OPERATION

GROUND FLOOR

*...an excellent opportunity for  
the discerning entrepreneur.*



**Code Name:** *Operation Ground Floor*  
**Classification:** *Top Priority*  
**Objective:** *Downtown Specialty Retail*

## BACKGROUND:

Downtown Fullerton has been the historic center of the City since 1887 and has received a sensitive face lift during the past few years. Public and private dollars have developed a fresh new look while preserving the historic flavor of original buildings. New businesses have arrived to become part of the downtown family and community events are once again centered here. Employment and sales are up and the word is getting out—Downtown Fullerton is the place to be.



## UNIQUE MARKET OPPORTUNITY:

Specialty retailers are among those who will find exceptional opportunity in downtown Fullerton. Choice locations are available in buildings of historic vintage which are being restored. A comprehensive mix of office, financial and service businesses are in place to complement retail uses. The City of Fullerton has financial incentives and the demographics to support upper end businesses. Downtown Fullerton is attractive, accessible, and ready for you!

*Fullerton*



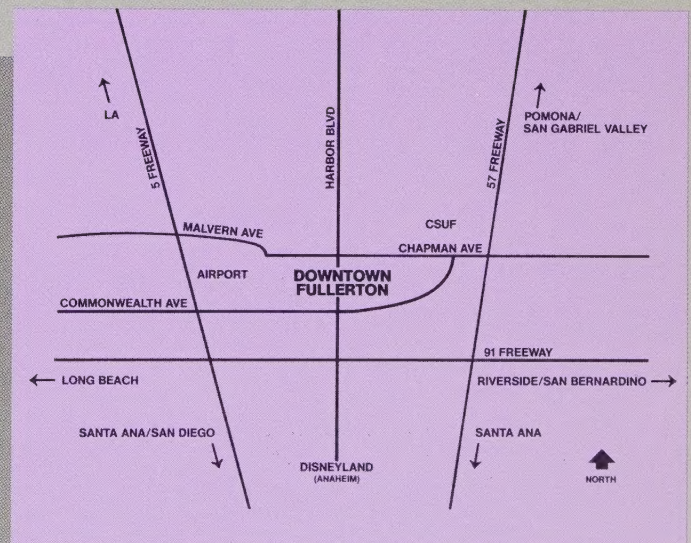


## WE WORK WITH YOU:

The Fullerton Redevelopment Agency has a solid track record of working with private entrepreneurs and developers to create dynamic and long lasting investments. We invite you to contact the Redevelopment Agency, 303 W. Commonwealth Avenue, Fullerton, California 92632, (714) 738-6876. Ask for Terry or Brad.



OPERATION GROUND FLOOR  
Fullerton Redevelopment Agency  
303 West Commonwealth Ave.  
Fullerton, California 92632





**Code Name:** *Operation Group*  
**Classification:** *Top Priority*  
**Objective:** *Downtown Spec*

**PRIORITY  
SHOPPING LIST  
FOR  
DOWNTOWN  
FULLERTON**

**BACKGROUND:**

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- ENTERTAINMENT..... ☐
- DRUGSTORE..... ☐
- WOMEN'S CLOTHING..... ☐
- CHILDREN'S SHOES..... ☐
- MALT SHOP..... ☐
- SEAFOOD RESTAURANT..... ☐
- BISTRO..... ☐
- GIFTS..... ☐
- TOYS..... ☐
- PETS..... ☐
- FLORIST..... ☐
- CARDS..... ☐
- RECORDS..... ☐
- ELECTRONICS & COMPUTERS..... ☐
- ICE CREAM & YOGURT..... ☐
- BOUTIQUES..... ☐
- ONE-OF-A-KIND..... ☐
- OTHER..... ☐

☐ *Yes I am interested in knowing how I can get in on the ground floor of an excellent business opportunity.*

**PLEASE:**

*Contact me to schedule a tour of Downtown Fullerton.....* ☐

*Send me demographic and market information for Downtown Fullerton.....* ☐

**Name:** \_\_\_\_\_

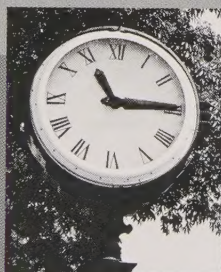
**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

Spe  
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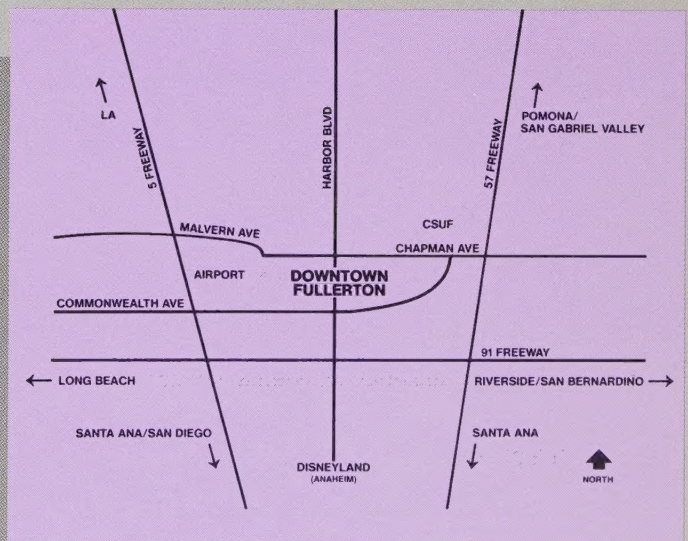


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## FINANCIAL ARRANGEMENTS:

Tenants and property owners can enjoy the benefits of the Redevelopment Agency's Commercial Rehabilitation Loan Program. Deferred loans can help create the right size spaces and transform them into the ideal business location. Other financial assistance can be made available for the right business tenant. Specialty retailers are especially welcome to round out the tenant mix.





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Published by  
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